

## MARKED UP VERSION SHOWING CHANGES MADE:

New claims 72-75 have been added as follows:

72. In a process for making a multiple-layer label, the steps of:
- providing hold-down openings in a first upper label element;
  - combining said upper label element with a web element which web defines a base label layer; and
  - applying an adhesive overlamine to said upper label element, said overlamine extending over and through said hold-down openings in said upper label element and securing said first and second webs together.
73. In a process of forming a multiple layer label, the steps of:
- providing hold-down openings in an upper label element defining an upper layer label;
  - combining said upper label element with a second web which web defines a base label layer, and applying a hold-down tape to said upper label element in a disposition overlying said openings;
  - said hold-down tape securing said upper label element and said web together through said openings; and

die cutting said upper label element and said tape and removing a combined waste matrix of portions of said upper label element and said hold-down tape to leave discrete upper labels held by discrete hold-down tapes on said web, wherein said hold-down tapes are narrower than the width of said discrete upper labels.

74. In a process for making labels, the steps of:

providing hold-down openings in an upper label element defining an upper label layer;

combining said upper label element with a carrier web;

applying an adhesive overlamine to said upper label element, said overlamine extending over and through said hold-down openings in said upper label element securing said upper label element to said carrier web.

75. In a process of making multiple layer labels, the steps of:

providing a series of transversely extending hold-down openings across and in an upper label element defining an upper label layer;

providing a series of longitudinally extending hold-down openings in said upper label element;

said two respective series alternating in disposition on said element;

combining said upper label element with a web defining a base label layer;

applying an adhesive overlamine on said upper label element, said overlamine extending over said hold-down holes and securing said upper label element to said web through said holes;

cutting a series of upper label shapes in said overlamine with at least two upper labels being disposed side-by-side transversely across said web.